

Table 1b

**Distribution of location of major customers and number of regional markets outside of the United States, by selected company characteristics and innovation status: 2001**

(Percent distribution)

Characteristic	Total	Location of customers		Number of regional markets outside of the U.S.			
		U.S. only	Outside of U.S.	1	2	3	4
All companies.....	100	84.5	15.5	9.0	3.2	1.3	1.9
IT.....	100	73.3	26.7	11.5	7.7	3.2	4.3
Manufacturing.....	100	59.4	40.6	15.5	14.0	S	S
Communication.....	100	84.7	15.3	8.8	S	S	S
Computer related services.....	100	77.8	22.2	9.9	S	S	S
Non-IT.....	100	86.2	13.8	8.6	2.5	S	S
Manufacturing.....	100	83.2	16.8	10.7	S	S	S
Transportation & public utilities.....	100	88.3	11.7	7.5	S	S	S
Finance, insurance & real estate.....	100	94.1	S	S	S	S	S
Engineering & AAB services.....	100	88.8	11.2	6.4	S	S	S
By revenue size							
\$2.5M to \$4.9M.....	100	85.8	14.2	8.4	2.8	S	S
\$5M to \$9.9M.....	100	90.2	9.8	5.6	1.5	S	S
\$10M to \$24.9M.....	100	83.1	16.9	9.6	3.7	S	S
\$25M to \$50M.....	100	78.5	21.5	S	S	S	S
Above \$50M.....	100	71.6	28.4	S	S	S	S
Innovators <sup>1</sup> .....	100	83.6	16.4	10.2	3.6	S	1.6
IT.....	100	73.6	26.4	11.9	7.8	S	3.7
Manufacturing.....	100	59.1	40.9	15.4	16.0	S	S
Communication.....	100	81.7	18.3	11.0	S	S	S
Computer related services.....	100	76.5	23.5	11.0	S	S	S
Non-IT.....	100	86.1	13.9	9.7	S	S	S
Manufacturing.....	100	83.3	S	S	S	0.0	S
Transportation & public utilities.....	100	83.9	S	S	S	S	S
Finance, insurance & real estate.....	100	93.2	S	S	S	S	S
Engineering & AAB services.....	100	87.4	12.6	S	S	S	S
By revenue size							
\$2.5M to \$4.9M.....	100	83.9	16.1	10.7	S	S	S
\$5M to \$9.9M.....	100	90.7	9.3	6.4	S	S	S
\$10M to \$24.9M.....	100	83.0	17.0	8.9	S	S	S
\$25M to \$50M.....	100	86.5	S	S	S	S	0.0
Above \$50M.....	100	65.7	34.3	S	S	S	S
Noninnovators <sup>1</sup> .....	100	85.7	14.3	8.0	2.9	S	S
IT.....	100	73.5	26.5	10.2	S	S	S
Manufacturing.....	100	61.0	39.0	15.6	S	S	S
Communication.....	100	94.1	S	S	S	0.0	S
Computer related services.....	100	85.1	S	S	S	S	S
Non-IT.....	100	86.6	13.4	7.9	S	S	S
Manufacturing.....	100	83.4	16.6	S	S	S	S
Transportation & public utilities.....	100	92.5	S	S	S	S	S
Finance, insurance & real estate.....	100	95.1	S	S	S	S	0.0
Engineering & AAB services.....	100	90.5	S	S	S	S	S
By revenue size							
\$2.5M to \$4.9M.....	100	87.9	12.1	7.0	S	S	S
\$5M to \$9.9M.....	100	89.8	10.2	S	S	S	S
\$10M to \$24.9M.....	100	83.6	16.4	S	S	S	S
\$25M to \$50M.....	100	67.0	S	S	S	S	S
Above \$50M.....	100	82.0	S	S	S	S	S

<sup>1</sup> Breakdowns by innovation exclude 32 cases, representing 1,100 businesses, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

**KEY:** IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

**NOTES:** Responses are to question 1a: "Overall for your company, in which of the following regions of the world are your major customers primarily located?" Responses to this check all that apply question allow for more than one response and exclude 31 cases, representing 500 companies, who did not respond to the question or whose response could not be categorized. Percentages are based on unrounded frequencies and may not total 100 due to rounding.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

**SOURCE:** National Science Foundation, 2001 Information Technology Innovation Survey.